

Community Newspaper Readership

Leduc Representative

Leduc, AB

Leduc Representative **Newspaper Readership**

- **Study Overview**
- **What is ComBase**
- **Readership Overview**
 - % Readership by publication
 - Net Readers by publication
- **Demographics**
 - Gender and Age
 - Employment Status and Home Ownership
 - Family Status
 - Household Income

Study Overview

Source: ComBase 2004/2005 National Study

Base: Leduc 2 Yr Data *

Demo: Adults 18+

Weighted Population: 22,100

Competitive Data: compares three highest read publications in each market, Adults 18+

ComBase 2004/2005 is a combination of interviews from Wave 1 (October 2002 to June 2003) and Wave 2 (October 2004 to June 2005).

ComBase is conducted by Maritz Research.

*in future this area will be referred to as Leduc

ComBase
COMMUNITY NEWSPAPERS – DEFINITELY

What is ComBase?

The Most Comprehensive Print Study in the World!

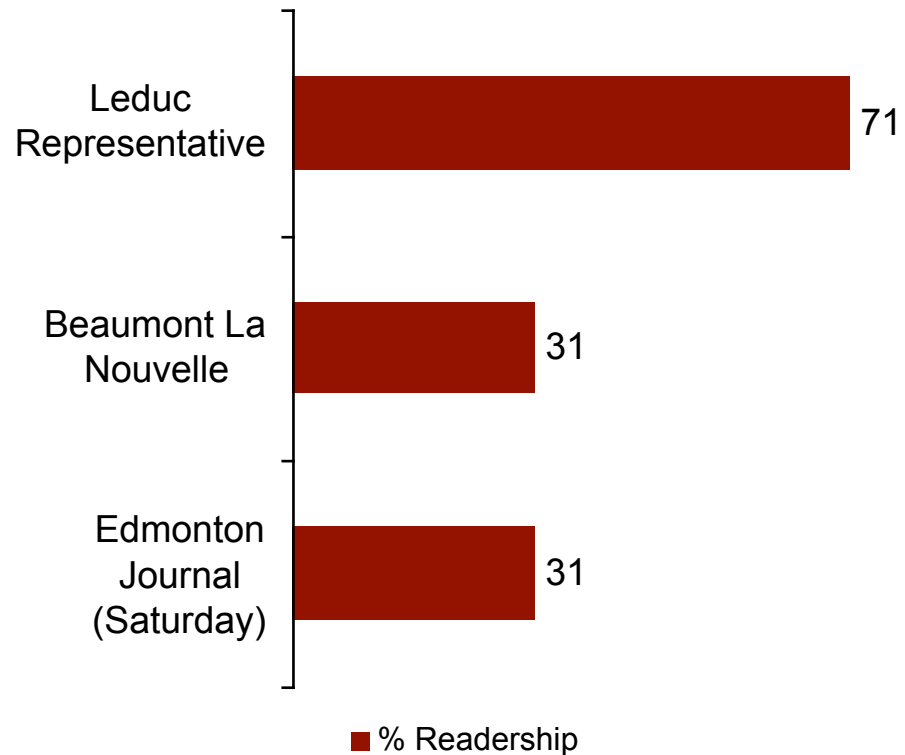
ComBase = Community Newspaper Database

- Both the Research Bureau and the study
- Initiative of CCNA and its members
- Stand-alone incorporated company
- Governed by an independent, fully tri-partite Board
- Arms-length relationship to the industry
- Completely funded by 300+ member papers
- Support from independents and large groups
- Small and large papers across Canada
- 400+ markets and sub-markets
- 25,000+ interviews per wave
- 50,000+ total interviews
- 2-year rolling study
- All provinces represented
- 800+ publications – community and daily newspapers, ethnic, alternative, shoppers, and agricultural publications
- Title- and market-specific
- 900+ radio stations
- Demographics and readership

Newspaper Readership Overview

(Leduc, AB)

- Readership of the *Leduc Representative* is **71%**
- Readership of the *Beaumont La Nouvelle* is **31%**
- Readership of *Edmonton Journal (Saturday)* is **31%**



Source: ComBase 2004/2005 National Study
*Base Population – Leduc Canadian 2 Yr Data (22,100)

Readership Overview

- **71%** of Leduc adults report reading the *Leduc Representative* – this represents 15,700 readers
- The *Beaumont La Nouvelle* reports **31%** readership (7,000 readers)
- *Edmonton Journal (Saturday)* reports **31%** readership (6,800 readers)

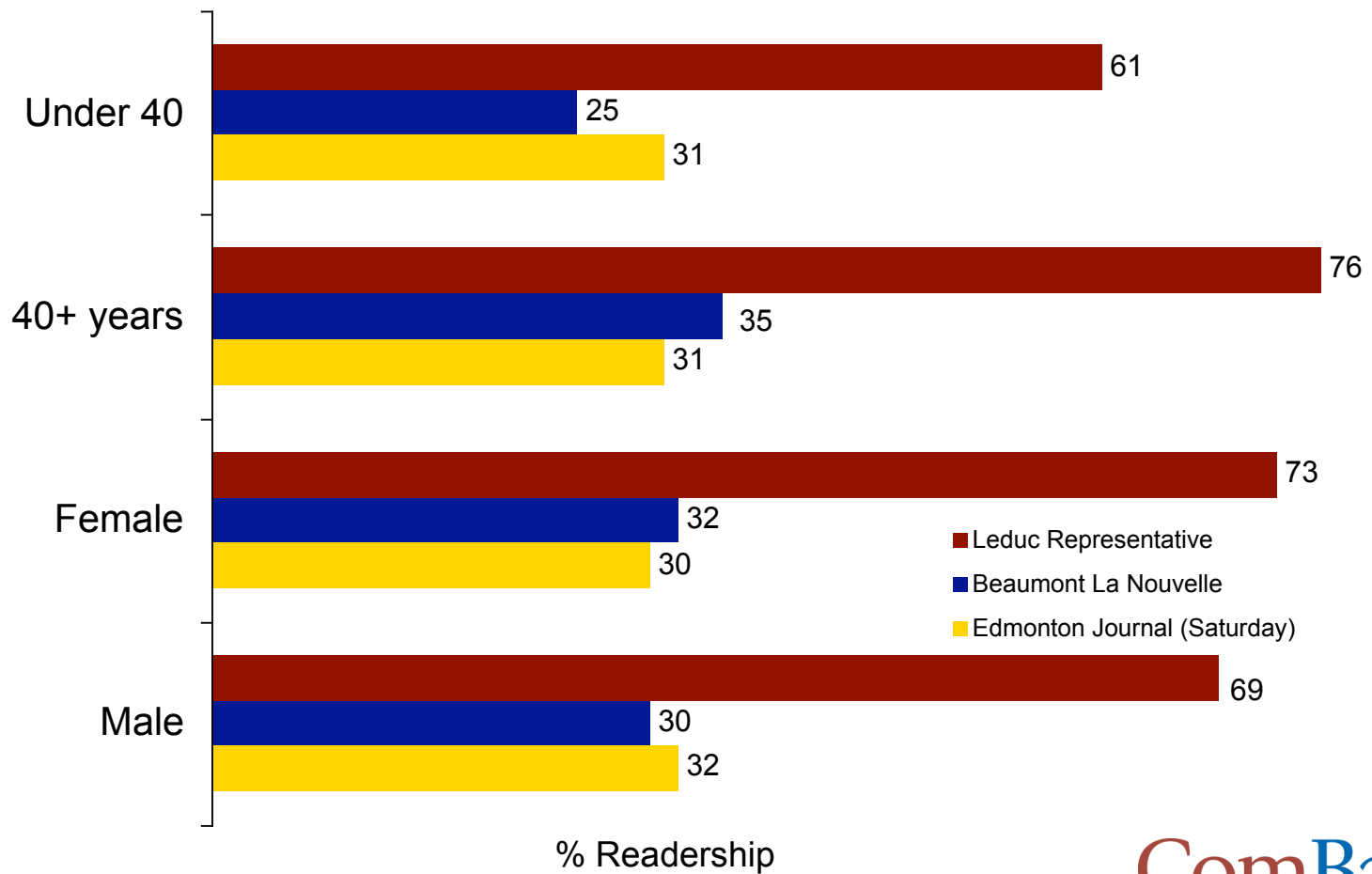
Demographics Overview

Because of their high reach, community newspapers attract a desirable audience comprised of:

- Home owners
- Educated consumers
- Professionals
- High income earners
- Ethnic populations, including aboriginals
- More women than other mass media

% Reach by Demographic Sector (Leduc, AB)

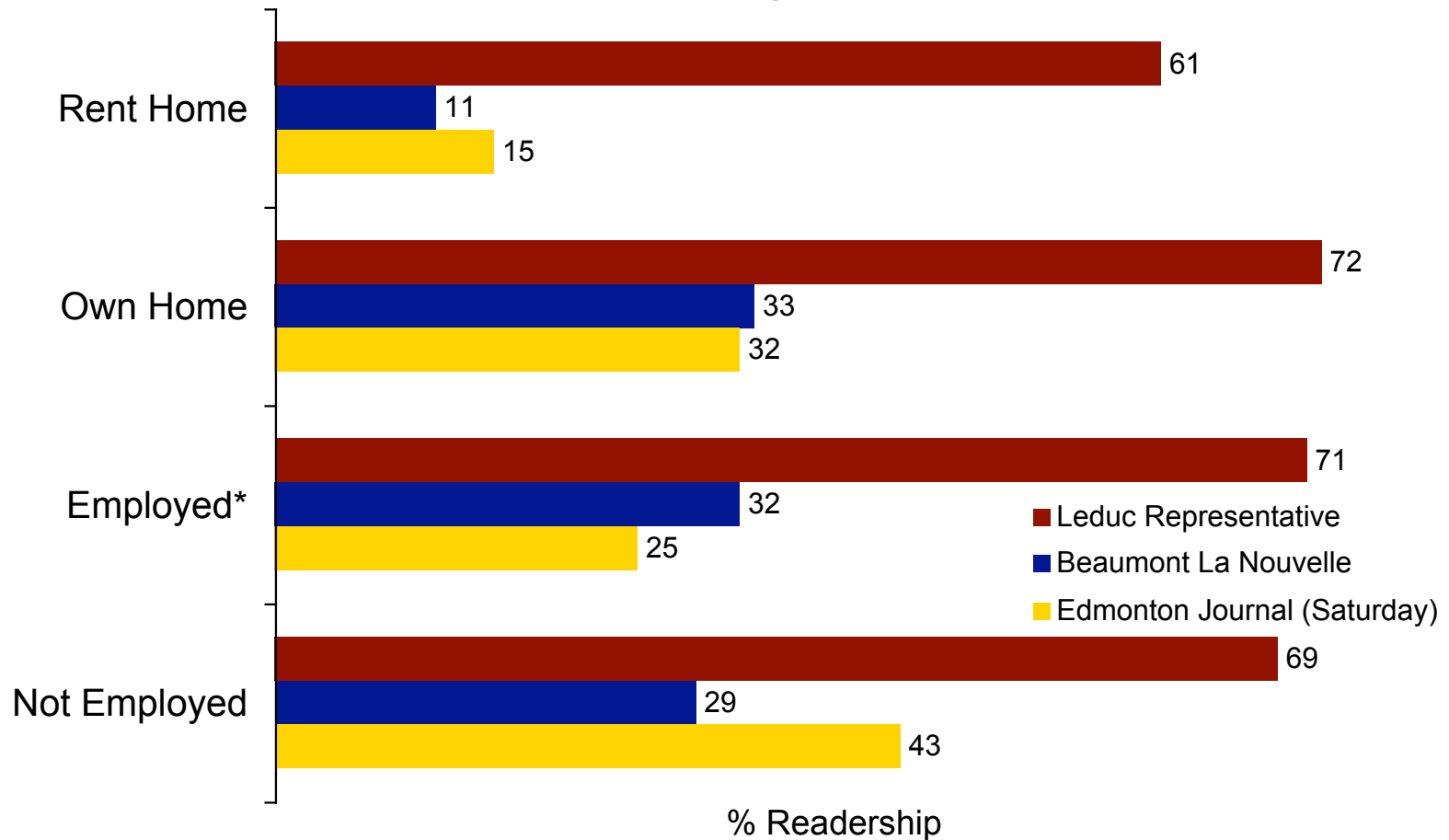
73% of women and 69% of men in Leduc are reading the *Leduc Representative*.



Source: ComBase 2004/2005 National Study
*Base Population – Leduc 2 Yr Data (22,100)

% Reach by Demographic Sector (Leduc, AB)

72% of Leduc homeowners are reading the *Leduc Representative*.

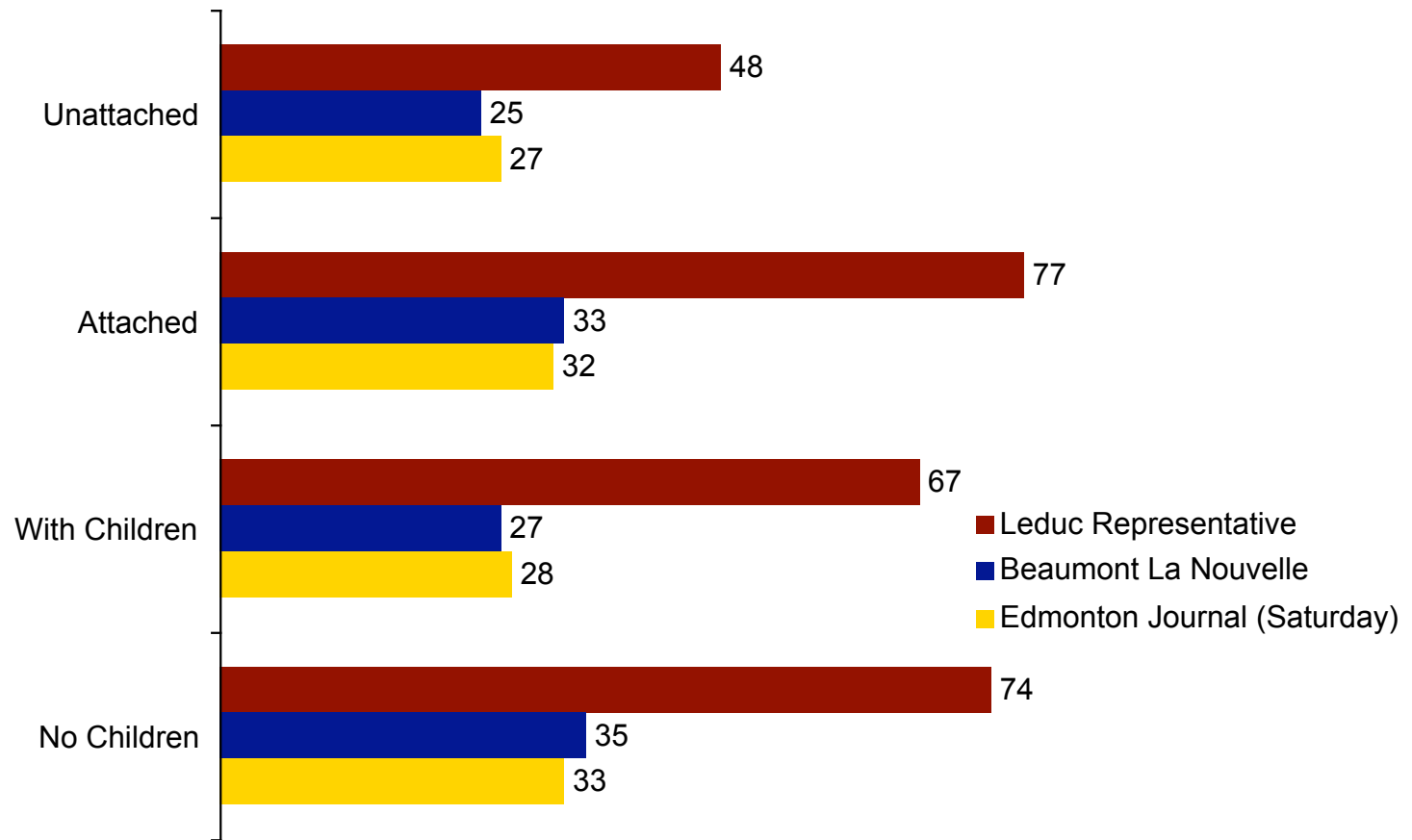


Source: ComBase 2004/2005 National Study

*Base Population – Leduc 2 Yr Data (22,100) * Full/Part time or Self Employed

% Reach by Demographic Sector (Leduc, AB)

77% of attached Leduc adults are reading the *Leduc Representative*.

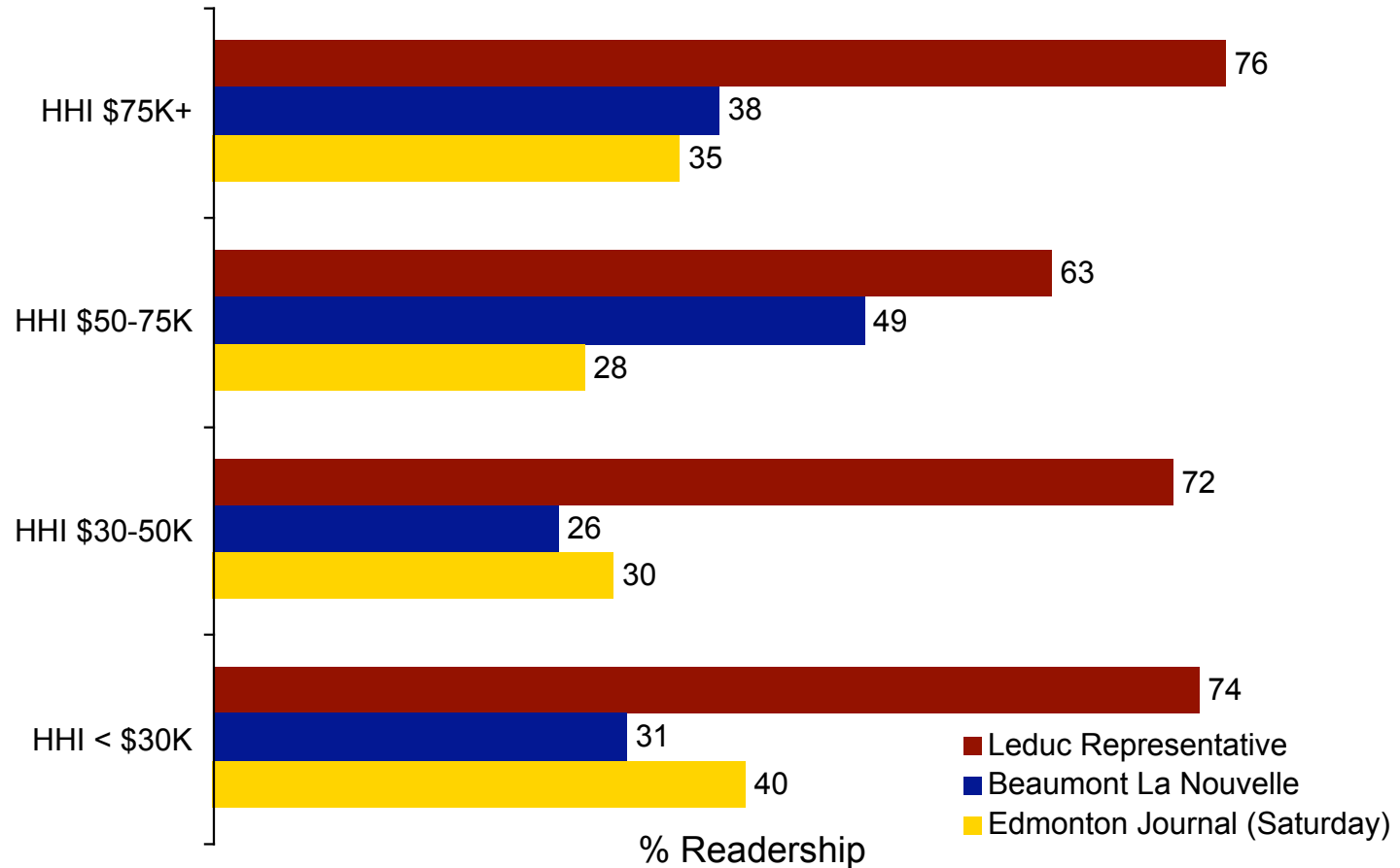


Source: ComBase 2004/2005 National Study
*Base Population – Leduc 2 Yr Data (22,100)

% Readership

% Reach by Demographic Sector (Leduc, AB)

76% of Leduc adults with HHI \$75K+ are reading the *Leduc Representative*.



Source: ComBase 2004/2005 National Study
*Base Population – Leduc 2 Yr Data 22,100)